

07-20-2001



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Original document(s) or copy(ies).

TO: The Commissioner of Patents and T.

101784824  
Conveyance type

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID#
- Correction of PTO Error  
Reel #  Frame #
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Reel #  Frame #
- Assignment
- Security Agreement
- Merger
- Change of Name
- Other
- License
- Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year

Conveying Party(ies)

Mark if additional names of conveying parties attached

Name

Execution Date		
Month	Day	Year
6	08	2001

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of conveying parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment)

FOR OFFICE USE ONLY

07/19/2001 6TON11 00000136 122010

01 FC:481  
02 FC:482

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TRADEMARK

REEL: 002337 FRAME: 0143

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)  
SEE ATTACHED EXHIBIT A

Registration Number(s)  
SEE ATTACHED EXHIBIT A

**Number of Properties**

Enter the total number of properties involved.

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:

Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Helen M. Linehan

*Helen M. Linehan*  
Signature

7/11/01  
Date

Name of Person Signing

# Maidenform, Inc.

Country	Mark	App. No.	Reg. No.
Matter No.	Owner	Date	Reg. Date
Agent			
United States	AFTER 10	122010	740948
TR-81/00989	Maidenform, Inc.	6/14/61	11/20/62
FZL&Z, P.C.			
United States	ALL THE TIME	75/714609	2336014
	Maidenform, Inc.	5/27/99	3/28/00
United States	ARABESQUE	345495	1228569
TA-81/03017	Maidenform, Inc.	1/13/82	2/22/83
FZI & Z, P.C.			
United States	ARIETTE	291558	854695
TR-88/02351	Maidenform, Inc.	2/21/68	8/13/68
FZL&Z, P.C.			
United States	B-COMFORTABLE	517691	1354360
TT-92/03129	Maidenform, Inc.	1/14/85	8/13/85
FZL&Z, P.C.			
United States	BACK UP	54283	1063374
TT-92/03129	Maidenform, Inc.	6/5/75	4/12/77
FZL&Z, P.C.			
United States	BARE DEVIL	192303	784480
	Maidenform, Inc.	4/29/64	2/2/65
FZL&Z, P.C.			
United States	BARELY ME	344508	899726
	Maidenform, Inc.	11/25/69	9/29/70
FZL&Z, P.C.			

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		BAROQUE	197036	787219
		Maidenform, Inc.	7/25/64	3/23/65
FZL&Z, P.C.				
United States		BAUBLES	136666	743041
		Maidenform, Inc.	1/26/62	1/1/63
FZL&Z, P.C.				
United States		BE BRIEF	469963	1342803
TT-92/03129		Maidenform, Inc.	3/12/84	6/18/85
FZL&Z, P.C.				
United States		BE SLIM	71760	1050123
TT-92/03219		Maidenform, Inc.	12/15/75	10/12/76
FZL&Z, P.C.				
United States		BEGUILEMENT	291947	854698
TR-88/04537		Maidenform, Inc.	2/27/68	8/13/68
FZL&Z, P.C.				
United States		BIT OF BRIGHTNESS	2150	995640
TR-79/00425		Maidenform, Inc.	9/27/73	10/15/74
FZL&Z, P.C.				
United States		BIT OF COLOR	2151	995641
TR-79/00426		Maidenform, Inc.	9/27/73	10/15/74
FZL&Z, P.C.				
.....				
United States		BODY TALK	377087	916765
		Maidenform, Inc.	11/25/70	7/20/71
FZL&Z, P.C.				

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>		<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
United States		BODY THING	377077	919017
		Maidenform, Inc.	11/25/70	8/24/71
	FZL&Z, P.C.			
United States		BODYMATES	408417	949861
		Maidenform, Inc.	11/22/71	1/2/73
	FZL&Z, P.C.			
United States		BRAVO	73/521157	1358147
		Maidenform, Inc.	2/7/85	9/3/85
United States		BRIEF ENCOUNTER	388632	924754
		Maidenform, Inc.	4/8/71	11/30/71
	FZL&Z, P.C.			
United States		BRIEFCLING	314299	873495
		Maidenform, Inc.	12/12/68	7/22/69
	FZL&Z, P.C.			
United States		BRIEFLING	235840	819563
		Maidenform, Inc.	1/5/66	11/29/66
United States		CHANSONETTE	71/385524	344845
		Maidenform, Inc.	11/14/36	4/6/37
United States		CHANTILLY	324574	1315862
	TA-81/02196	Maidenform, Inc.	8/21/81	1/22/85
	FZL&Z, P.C.			
United States		CLEARLY ME	377075	917279
		Maidenform, Inc.	11/25/70	7/27/71
	FZL&Z, P.C.			

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<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		<b>COLOR ME PRETTY</b>	<b>404822</b>	<b>946851</b>
		Maidenform, Inc.	10/12/71	11/7/72
FZL&Z, P.C.				
United States		<b>COMFORT WIRE</b>	<b>320110</b>	<b>877465</b>
		Maidenform, Inc.	2/26/69	9/23/69
FZL&Z, P.C.				
United States		<b>CONCERTINA</b>	<b>123334</b>	<b>733831</b>
TR-81/00991		Maidenform, Inc.	7/3/61	7/3/62
FZL&Z, P.C.				
United States		<b>CONFECTION</b>	<b>72/273557</b>	<b>838885</b>
		Maidenform, Inc.	6/12/67	11/14/67
United States		<b>COTTON UP</b>	<b>467034</b>	<b>995348</b>
		Maidenform, Inc.	8/30/73	10/8/74
FZL&Z, P.C.				
United States		<b>COUNTER-PART</b>	<b>72/240931</b>	<b>826929</b>
		Maidenform, Inc.	3/14/66	4/4/67
United States		<b>COUNTERPOINT</b>	<b>522112</b>	<b>437024</b>
TR-88/02352		Maidenform, Inc.	5/8/47	3/2/68
FZL&Z, P.C.				
United States		<b>CUSTOMIZE IT</b>	<b>75/715729</b>	<b>2379153</b>
		Maidenform, Inc.	5/27/99	8/22/00
United States		<b>DAY DREAMS</b>	<b>72/098661</b>	<b>717213</b>
		Maidenform, Inc.	6/8/60	6/20/61

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	DEC-LA-TAY Stylized	339403	307816
	Maidenform, Inc.	6/30/33	11/7/33
FZL&Z, P.C.			
United States	DEFINITION	291946	854697
TR-88/04538	Maidenform, Inc.	2/27/68	8/13/68
FZL&Z, P.C.			
United States	DELECTABLES	270030	836341
	Maidenform, Inc.	4/26/67	10/3/67
FZL&Z, P.C.			
United States	DELICACY	285498	848720
TR-88/02353	Maidenform, Inc.	11/24/67	5/7/68
FZL&Z, P.C.			
United States	DIALOGUE	172924	766435
	Maidenform, Inc.	7/12/63	3/10/64
FZL&Z, P.C.			
United States	DIAMOND TOUCH	230270	816653
	Maidenform, Inc.	10/15/65	10/11/66
FZL&Z, P.C.			
United States	DO IT IN STYLE	371776	1244621
	Maidenform, Inc.	6/28/82	7/5/83
FZL&Z, P.C.			
United States	DREAM	187257	1129002
TA-79/01814	Maidenform, Inc.	9/28/78	1/8/80
FZL&Z, P.C.			

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		<b>DREAM FLOWERS</b>	171897	767908
		Maidenform, Inc.	6/25/63	4/7/64
FZL&Z, P.C.				
United States		<b>DREAM-AIRE</b>	128744	743826
		Maidenform, Inc.	9/27/61	1/15/63
FZL&Z, P.C.				
United States		<b>DREAMETTES</b>	122009	734220
TR-81/00992		Maidenform, Inc.	6/14/61	7/10/62
FZL&Z, P.C.				
United States		<b>DREAMFORM</b>	72/090309	1062316
		Maidenform, Inc.	6/14/76	3/29/77
United States		<b>DREAMLINER</b>	123335	739405
TR-81/00994		Maidenform, Inc.	7/3/61	10/16/62
FZL&Z, P.C.				
United States		<b>DREAMTIME</b>	169952	769991
		Maidenform, Inc.	5/29/63	5/19/64
FZL&Z, P.C.				
United States		<b>DREAMWEAR</b>	334175	887553
		Maidenform, Inc.	8/1/69	3/10/70
FZL&Z, P.C.				
United States		<b>EASY TOUCH</b>	228054	811754
		Maidenform, Inc.	9/17/65	7/26/66
FZL&Z, P.C.				
United States		<b>EMPHASIS</b>	85357	700601
TR-79/00748		Maidenform, Inc.	11/16/59	7/5/60
FZL&Z, P.C.				



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<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	EXCLUSIVELY YOURS	724504	1513696
TT-92/03129	Maidenform, Inc.	4/25/88	11/22/88
FZL&Z, P.C.			
United States	FASHION TIME	305614	867223
TA-89/00791	Maidenform, Inc.	8/21/68	3/25/69
FZL&Z, P.C.			
United States	FIRST INVENTIONS	128065	737199
	Maidenform, Inc.	9/18/61	9/4/62
FZL&Z, P.C.			
United States	FLEX-O-TONER	693504	1493266
TT-92/03129	Maidenform, Inc.	11/3/87	6/21/88
FZL&Z, P.C.			
United States	FLEXAIRE	439035	387227
TT-92/03129	Maidenform, Inc.	12/20/40	5/6/41
FZL&Z, P.C.			
United States	FLEXEES	75/606118	2311583
	Maidenform, Inc.	12/11/98	1/25/00
United States	FLEXEES Stylized	547224	509087
TT-92/03129	Maidenform, Inc.	1/16/48	4/26/49
FZL&Z, P.C.			

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<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	FLEXEES Stylized	71/336488	305623
TT-92/03129	Maidenform, Inc.	4/6/33	8/22/33
FZL&Z, P.C.			
United States	FLOWERETTE	123551	733130
TR-81/00995	Maidenform, Inc.	7/7/61	6/19/62
FZL&Z, P.C.			
United States	FRAME-UP	122011	729506
TR-81/00996	Maidenform, Inc.	6/14/61	4/4/62
FZL&Z, P.C.			
United States	FRAPPE	112742	723645
TR-80/00664	Maidenform, Inc.	1/30/61	11/7/61
FZL&Z, P.C.			
United States	FRENCH FANCY	122866	1081155
	Maidenform, Inc.	4/15/77	1/3/78
FZL&Z, P.C.			
United States	GOOD FIGURING	208499	1140872
TA-79/01818	Maidenform, Inc.	3/22/79	10/28/80
FZL&Z, P.C.			
United States	GOOD SENSE	438225	968705
	Maidenform, Inc.	10/13/72	9/18/73
FZL&Z, P.C.			
United States	HALF WAY	227426	814567
	Maidenform, Inc.	9/8/65	9/6/66
FZL&Z, P.C.			
United States	HI-WIRE	172925	774626
	Maidenform, Inc.	7/12/63	8/4/64
FZL&Z, P.C.			

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<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States TT-92/03129 FZL&Z, P.C.	HIDDEN ADVANTAGE Maidenform, Inc.	73/754407 9/27/88	1610621 8/21/90
United States TA-92/03402 FZL&Z, P.C.	HIP SLIMMER Maidenform, Inc.	74/138835 2/13/91	1722059 10/6/92
United States	HOLD ME LIGHTLY Maidenform, Inc.	72/434732 9/5/72	968697 9/18/73
United States	HYDRACURVES Maidenform, Inc.	9/14/00	
United States TT-92/03129 FZL&Z, P.C.	I'M ON A DIET Maidenform, Inc.	34957 10/18/74	1024730 11/11/75
United States TT-92/03129 FZL&Z, P.C.	INSTANT SLIMMER Maidenform, Inc.	74/046737 4/6/90	1665894 11/26/91
United States TR-79/00429 FZL&Z, P.C.	KEEP ME IN STYLE Maidenform, Inc.	2148 9/27/73	994367 10/1/74
United States FZL&Z, P.C.	LACE CONFECTION Maidenform, Inc.	314295 12/12/68	873491 7/22/69
United States TT-92/03129 FZL&Z, P.C.	LACE L'IMAGE Maidenform, Inc.	724507 4/25/88	1515519 12/6/88

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<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	LACERY	197145	787222
	Maidenform, Inc.	7/6/64	3/23/65
FZL&Z, P.C.			
United States	LETTER PERFECT	387150	1258626
TA-82/02114	Maidenform, Inc.	9/20/82	11/22/83
FZL&Z, P.C.			
United States	LIASONS	371771	1244620
	Maidenform, Inc.	6/28/82	7/5/83
FZL&Z, P.C.			
United States	LITTLE DIFFERENCE	72/438219	974386
	Maidenform, Inc.	10/13/72	12/4/73
FZL&Z, P.C.			
United States	LITTLE LUXURIES	122865	1081154
	Maidenform, Inc.	4/15/77	1/3/78
FZL&Z, P.C.			
United States	LITTLE NOTION	377085	918592
	Maidenform, Inc.	11/25/70	8/17/71

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		<b>MAIDENETTE</b>	<b>272606</b>	<b>252399</b>
		Maidenform, Inc.	9/18/1928	2/5/1929
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MAIDENFORM</b>	<b>104466</b>	<b>719353</b>
	<b>TR-80/00666</b>	Maidenform, Inc.	9/14/60	8/1/61
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MAIDENFORM</b>	<b>72/428826</b>	<b>971400</b>
		Maidenform, Inc.	6/30/72	10/23/73
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MAIDENFORM</b>	<b>599833</b>	<b>547558</b>
		Maidenform, Inc.	6/27/50	9/4/51
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MAIDENFORM Stylized</b>	<b>392532</b>	<b>927373</b>
		Maidenform, Inc.	5/19/71	1/18/72
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MASQUERADE</b>	<b>677893</b>	<b>612652</b>
		Maidenform, Inc.	12/7/54	9/20/75
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MEMORY STRETCH</b>	<b>26355</b>	<b>1035385</b>
	<b>TT-92/03129</b>	Maidenform, Inc.	7/9/74	3/9/76
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MERELY ME</b>	<b>344512</b>	<b>894220</b>
		Maidenform, Inc.	11/25/69	7/7/70
	<b>FZL&amp;Z, P.C.</b>			
United States		<b>MINI-CLING</b>	<b>314297</b>	<b>873493</b>
		Maidenform, Inc.	12/12/68	7/22/69
	<b>FZL&amp;Z, P.C.</b>			

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<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		<b>MORE OR LESS</b>	<b>72/430250</b>	<b>963689</b>
		<b>Maidenform, Inc.</b>	<b>7/19/72</b>	<b>7/10/73</b>
<b>FZL&amp;Z, P.C.</b>				
United States		<b>NICE FEELING</b>	<b>438216</b>	<b>974040</b>
		<b>Maidenform, Inc.</b>	<b>10/13/72</b>	<b>11/27/73</b>
<b>FZL&amp;Z, P.C.</b>				
United States		<b>NITE 'N-DAY Stylized &amp; Design</b>	<b>528699</b>	<b>502626</b>
<b>TT-92/02139</b>		<b>Maidenform, Inc.</b>	<b>7/16/47</b>	<b>10/5/48</b>
<b>FZL&amp;Z, P.C.</b>				
United States		<b>NO-SHOW</b>	<b>360202</b>	<b>902657</b>
		<b>Maidenform, Inc.</b>	<b>5/19/70</b>	<b>11/17/70*</b>
<b>FZL&amp;Z, P.C.</b>				
United States		<b>NO-SHOW NATURALS</b>	<b>72/081296</b>	<b>1048581</b>
		<b>Maidenform, Inc.</b>	<b>3/24/76</b>	<b>9/21/76</b>
United States		<b>ONCE OVER LIGHTLY</b>	<b>291951</b>	<b>854702</b>
<b>TR-88/02354</b>		<b>Maidenform, Inc.</b>	<b>2/27/68</b>	<b>8/13/68</b>
<b>FZL&amp;Z, P.C.</b>				

Country	Mark	App. No.	Reg. No.
Matter No.	Owner	Date	Reg. Date
Agent			
United States	PANTINO	72/060762	680841
	Maidenform, Inc.	10/16/58	6/23/59
United States	PRE-LUDE	71/349784	316451
	Maidenform, Inc.	4/10/34	8/28/34
United States	PRECIOUS LITTLE	394280	926480
	Maidenform, Inc.	1/9/71	1/4/72
United States	PRETTY FOXY	233397	1181197
TA-79/01661	Maidenform, Inc.	10/1/79	12/8/81
FZL&Z, P.C.			
United States	PRETTY GIRL	303582	864584
TT-92/03129	Maidenform, Inc.	7/25/68	2/4/69
FZL&Z, P.C.			
United States	PRETTY GIRL Stylized	71/608441	551120
TT-92/03129	Maidenform, Inc.	1/5/51	11/20/51
FZL&Z, P.C.			

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	PRINTS CHARMING	306615	872632
	Maidenform, Inc.	9/5/68	7/8/69
FZL&Z, P.C.			
United States	PRIVATE AFFAIR	623727	572600
	Maidenform, Inc.	1/17/52	3/31/73
FZL&Z, P.C.			
United States	PRIZE POSSESSIONS	291554	854227
TR-88/04539	Maidenform, Inc.	2/21/68	8/6/68
FZL&Z, P.C.			
United States	RATED X	386792	924326
	Maidenform, Inc.	3/19/71	11/23/71
FZL&Z, P.C.			
United States	REAL THING	72/438220	974640
	Maidenform, Inc.	10/13/72	12/11/73
FZL&Z, P.C.			
United States	RENDEZVOUS	74/418356	1833907
TA-93/06390	Maidenform, Inc.	7/26/93	5/3/94
FZL&Z, P.C.			
United States	SARONG	686394	622358
TT-92/03129	Maidenform, Inc.	4/27/55	2/28/56
FZL&Z, P.C.			
United States	SARONG	148910	749821
TT-92/03129	Maidenform, Inc.	7/12/62	5/21/63
FZL&Z, P.C.			



<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	SARONG Stylized	71/593608	553826
TT-92/03129	Maidenform, Inc.	3/8/50	1/22/52
FZL&Z, P.C.			
United States	SATIN SEDUCTION	74/626907	1946806
	Maidenform, Inc.	1/30/95	1/9/96
FZL&Z, P.C.			
United States	SEA DREAM	267577	835526
	Maidenform, Inc.	3/27/67	9/19/67
United States	SECRET CENTER	455104	982013
TR-79/00422	Maidenform, Inc.	4/19/73	4/9/74
FZL&Z, P.C.			
United States	SECRET CIRCLE	52472	1038532
	Maidenform, Inc.	5/14/75	4/27/76
FZL&Z, P.C.			
United States	SELF-EXPRESSIONS	74/311299	1771562
TA-92/07572	Maidenform, Inc.	9/4/92	5/18/93
FZL&Z, P.C.			
United States	SHAPE ME	403411	947309
	Maidenform, Inc.	9/23/71	11/14/72
United States	SHAPE ME PRETTY	2147	989353
	Maidenform, Inc.	9/27/73	7/30/74

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States		<b>SHAPE ME SWEETLY</b>	<b>2146</b>	<b>989352</b>
		Maidenform, Inc.	9/27/73	7/30/74
United States		<b>SHAPE-MATES</b>	<b>310967</b>	<b>870953</b>
		Maidenform, Inc.	10/31/68	6/10/69
FZL&Z, P.C.				
United States		<b>SHEER EASE</b>	<b>72/230268</b>	<b>826916</b>
		Maidenform, Inc.	10/15/65	4/4/67
United States		<b>SHEER MUSIC</b>	<b>223808</b>	<b>811734</b>
		Maidenform, Inc.	7/20/65	7/20/65
United States		<b>SHEER-THING</b>	<b>377083</b>	<b>917283</b>
		Maidenform, Inc.	11/25/70	7/27/71
United States		<b>SHEERLING</b>	<b>377073</b>	<b>918108</b>
		Maidenform, Inc.	11/25/70	8/10/71
United States		<b>SHIMMER-SHEER</b>	<b>377070</b>	<b>917276</b>
		Maidenform, Inc.	11/25/70	7/27/71
United States		<b>SHIMMERLING</b>	<b>377076</b>	<b>917280</b>
		Maidenform, Inc.	11/25/70	7/27/71
United States		<b>SIMPLE SOLUTIONS</b>	<b>75/129271</b>	<b>2081350</b>
		Maidenform, Inc.	7/2/96	7/22/97

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	<b>SIMPLY BETTER</b>	724542	1559070
TT-92/03129	Maidenform, Inc.	4/25/88	10/3/89
FZL&Z, P.C.			
United States	<b>SKIN WEAR</b>	377079	925156
	Maidenform, Inc.	11/5/70	12/7/71
United States	<b>SKIN WEAR</b>	72/377079	925156
	Maidenform, Inc.	11/25/70	12/7/71
United States	<b>SLIGHT ADVANTAGE</b>	403410	947308
	Maidenform, Inc.	9/23/71	11/14/72
United States	<b>SMALL TALK</b>	438217	975057
	Maidenform, Inc.	10/13/72	12/18/73
United States	<b>SMOOTH OPERATOR</b>	377067	918588
	Maidenform, Inc.	11/25/70	8/17/71
United States	<b>SMOOTH SENSATIONS</b>	75/348632	2245111
	Maidenform, Inc.	8/28/97	5/11/99
United States	<b>SOFTALURE</b>	371818	1245424
	Maidenform, Inc.	6/28/82	7/12/83
United States	<b>SOMETHING SHAPELY</b>	126732	1081860
	Maidenform, Inc.	5/16/77	1/10/78

<b>Country</b>	<b>Matter No.</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Agent</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>	
United States	TA-91/08567	SOMETHING SPECIAL	74/156695	1720387
FZL&Z, P.C.	Maidenform, Inc.	4/12/91	9/29/92	
United States		SPLITS Stylized	71/465102	406780
		Maidenform, Inc.	11/18/43	4/25/44
United States		STRETCH-CONFECTION	314298	873494
		Maidenform, Inc.	12/12/68	7/22/69
United States	TR-81/00998	STYLEMASTER		742026
FZL&Z, P.C.	Maidenform, Inc.	12/27/61	12/11/62	
United States	TT-92/03129	SUBTRACT	8119	992896
FZL&Z, P.C.	Maidenform, Inc.	12/5/73	9/10/74	
United States	TT-92/03129	SUBTRACT	78315	696818
FZL&Z, P.C.	Maidenform, Inc.	7/23/59	4/26/60	
United States	TT-92/03129	SUBTRACT ELITE	561025	1392474
FZL&Z, P.C.	Maidenform, Inc.	9/30/85	5/6/86	
United States		SWEET DREAMS	150574	751338
FZL&Z, P.C.	Maidenform, Inc.	8/6/62	6/18/63	
United States		SWEET MISS	367470	913883
FZL&Z, P.C.	Maidenform, Inc.	8/7/70	6/8/71	

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	SWEET MS.	2149	995639
TR-79/00430	Maidenform, Inc.	9/27/73	10/15/74
FZL&Z, P.C.			
United States	SWEET NOTHINGS	169954	765976
	Maidenform, Inc.	5/29/63	3/3/64
FZL&Z, P.C.			
United States	SWEET SECRET	345550	898362
	Maidenform, Inc.	12/8/69	9/8/70
FZL&Z, P.C.			
United States	SWEET SOMETHINGS	117805	1077962
TR-81/00999	Maidenform, Inc.	3/3/77	11/22/77
FZL&Z, P.C.			
United States	SWEET TALK	94007	740668
TR-81/01000	Maidenform, Inc.	3/30/60	11/13/62
FZL&Z, P.C.			
United States	SWEET THING	72/235842	828608
	Maidenform, Inc.	1/5/66	5/9/67
United States	TAKE THE PLUNGE	72/438952	974042
	Maidenform, Inc.	10/20/72	11/27/73
United States	TENDER LACE	404824	947636
	Maidenform, Inc.	10/12/71	11/21/72
FZL&Z, P.C.			
United States	THE BRA FOR DIETERS	724532	1515520
TT-92/03129	Maidenform, Inc.	4/25/88	12/6/88
FZL&Z, P.C.			

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	THE COTTON CONTINENTALS	345218	1224348
TR-88/02413	Maidenform, Inc.	1/11/82	1/18/83
FZL&Z, P.C.			
United States	THE GLOW-TOGETHERS	291949	854700
TR-88/04534	Maidenform, Inc.	2/27/68	8/13/68
FZL&Z, P.C.			
United States	THE MAIDENFORM WOMAN, YOU NEVER KNOW WHERE SHE'LL TURN UP	228225	1162031
TR-79/00986	Maidenform, Inc.	8/20/79	7/21/81
FZL&Z, P.C.			
United States	THE SHAPE MAKER		1000124,
TR-79/00431	Maidenform, Inc.	4/18/74	12/24/74
FZL&Z, P.C.			
United States	THE TOTALLY TERRIFICS	291672	854696
TR-88/04535	Maidenform, Inc.	2/23/68	8/13/68
FZL&Z, P.C.			
United States	TRUE FORM Stylized	188871	186657
TT-92/03129	Maidenform, Inc.	11/24/1923	7/22/1924
FZL&Z, P.C.			
United States	UNDER RIGHT	25551	654171
	Maidenform, Inc.	3/5/57	11/5/57
FZL&Z, P.C.			
United States	UNDER-FLING	377086	917284
	Maidenform, Inc.	11/25/70	7/27/71
FZL&Z, P.C.			
United States	UNDER-SHEATH	72/240757	829138
	Maidenform, Inc.	3/11/66	5/23/67

<b>Country</b>	<b>Mark</b>	<b>App. No.</b>	<b>Reg. No.</b>
<b>Matter No.</b>	<b>Owner</b>	<b>Date</b>	<b>Reg. Date</b>
<b>Agent</b>			
United States	UNDER-WONDER	269029	877027
TT-92/03129	Maidenform, Inc.	4/13/67	9/16/69
FZL&Z, P.C.			
United States	UNDERCURRENT	301017	862030
TR-87/02412	Maidenform, Inc.	6/21/68	12/17/68
FZL&Z, P.C.			
United States	UNDERLINE	697115	628766
	Maidenform, Inc.	10/25/55	6/12/56
FZL&Z, P.C.			
United States	UNDERMOST	72/212127	799139
	Maidenform, Inc.	2/16/65	11/23/65
United States	UNDERSKINS	377080	918591
	Maidenform, Inc.	11/25/70	8/17/71
FZL&Z, P.C.			
United States	UNDERTONE	72/039149	665802
	Maidenform, Inc.	10/18/57	8/12/58
United States	WANTED	110451	718982
TR-80/00672	Maidenform, Inc.	12/19/60	7/25/61
FZL&Z, P.C.			
United States	WHITE FLOWERS	29086	659393
	Maidenform, Inc.	4/29/57	3/11/78
FZL&Z, P.C.			
United States	WISE GUISE	72/250080	820814
	Maidenform, Inc.	7/12/66	12/20/66

Country	Mark	App. No.	Reg. No.
Matter No.	Owner	Date	Reg. Date
Agent			
United States	WOMAN POWER	377069	917275
	Maidenform, Inc.	11/25/70	7/27/71
FZLAZ, P.C.			
United States	YOUNG PERFORMERS	603385	1424036
	Maidenform, Inc.	6/9/86	1/6/87
FZLAZ, P.C.			
United States	YOUR BODY	377068	919016
	Maidenform, Inc.	11/2/70	8/24/71
FZLAZ, P.C.			
USA	Brieflee		0824482
USA	Maidenette		0252399

TRADEMARK APPLICATION NUMBERS

MARK	APPLICATION NUMBER
Body Hugs	76/064644
Flaunt It	76/037828
Liquidcurves	75/829052



RELEASE OF TRADEMARK SECURITY AGREEMENT

This Release dated June 8, 2001, is entered into between MAIDENFORM, INC, a New York corporation ("Debtor") with its chief executive office at 154 Avenue E, Bayonne, New Jersey 07002, and GENERAL ELECTRIC CAPITAL CORPORATION, a New York corporation, in its capacity as Agent for Lenders (in such capacity, "Secured Party"), with an office at 800 Connecticut Avenue - Two North, Norwalk, Connecticut 06854, New York, New York 10022.

W I T N E S S E T H:

WHEREAS, Debtor has granted a security interest in and lien upon certain trademarks and other assets of Debtor to Secured Party as set forth in the Trademark Security Agreement, dated August 31, 2000, between Debtor and Secured Party (the "Trademark Security Agreement"), a full and complete copy of which is recorded in the assignment records of the Patent and Trademark Office at Reel 002228/Frame 0716 and which is appended hereto as Exhibit A;

WHEREAS, the obligations of Debtor to Secured Party secured by such trademarks identified in Schedule A to the Trademark Security Agreement and other assets described therein have been satisfied or otherwise secured in a manner satisfactory to Secured Party;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Secured Party hereby:

- a. releases and reassigns to Debtor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Trademark Security Agreement in the trademarks described on Schedule I to the Trademark Security Agreement and the other related assets (including the goodwill of the business symbolized thereby) otherwise subject to such agreement, without recourse or representation or warranty, expressed or implied, of any kind;
- b. agrees that any power of attorney granted by Debtor to Secured Party pursuant to the Trademark Security Agreement is terminated; and
- c. authorizes and requests the U.S. Patent and Trademark Office to note and record the existence of the release hereby given.

GENERAL ELECTRIC  
CAPITAL CORPORATION

By: 

Title: JAMES DESANTIS  
DULY AUTHORIZED SIGNATORY

STATE OF CONNECTICUT       )  
  )  
  ) ss.:  
COUNTY OF FAIRFIELD       )

On this 16<sup>th</sup> day of June, 2001, before me personally came James N. DeSantis, to me known, who being duly sworn, did depose and say, that he/she is the DULLY R of Authorized Signatory GENERAL ELECTRIC CAPITAL CORPORATION, the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors of said corporation.

*Lauren C. Pessy*  
Notary Public

**Lauren C. Pessy**  
Notary Public  
State of Connecticut  
My Commission Expires: December 31, 2005

EXHIBIT A

TRADEMARK SECURITY AGREEMENT

## TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT, dated as of August 31, 2000, by MAIDENFORM, INC., a New York corporation ("Grantor"), in favor of GENERAL ELECTRIC CAPITAL CORPORATION, a New York corporation, in its capacity as Agent for Lenders.

### WITNESSETH:

WHEREAS, Agent, Lenders and Borrowers have entered into certain financing arrangements pursuant to the Credit Agreement, dated as of July 28, 1999, by and between General Electric Capital Corporation, for itself, as Lender, and as Agent for Lender and the other Lenders signatory thereto from time to time, and Grantor and the other Borrowers (as the same may have heretofore been or may hereafter be further amended, modified, supplemented, extended, renewed, restated or replaced, the "Credit Agreement"); and

WHEREAS, in order to secure its Obligations to Agent and Lenders, contemporaneously with the execution of the Credit Agreement, Grantor and the other Borrowers and Agent entered into and executed that certain Security Agreement dated July 28, 1999 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Security Agreement"); and

WHEREAS, Agent, Lenders, Grantor and the other Borrowers have entered into Amendment No. 4 to Credit Agreement dated as of August 31, 2000 ("Amendment No. 4") pursuant to which, among other things, Grantor is required to execute and deliver to Agent, for itself and the ratable benefit of Lenders, this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. **DEFINED TERMS.** All capitalized terms used but not otherwise defined herein have the meanings given to them in Annex A thereto to the Credit Agreement.

2. **GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.** Grantor hereby grants to Agent, on behalf of itself and Lenders, a continuing first priority security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

(a) all of its Trademarks and Trademark Licenses to which it is a party including those referred to on Schedule I hereto;

(b) all reissues, continuations or extensions of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License; and

(d) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or Trademark licensed under any Trademark License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License.

3. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, on behalf of itself and Lenders, pursuant to the Security Agreement and Amendment No.4. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement and Amendment No.4., the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MAIDENFORM, INC.  
By: [Signature]  
Title: EXECUTIVE VICE PRESIDENT  
+ Secretary

ACCEPTED AND ACKNOWLEDGED BY:

GENERAL ELECTRIC CAPITAL CORPORATION

By: [Signature]  
Title: Duly Authorized Signatory

ACKNOWLEDGMENT OF GRANTOR

STATE OF New Jersey )  
 )  
 ) ss.  
COUNTY OF Hudson )

On this 19 day of September, 2000 before me personally appeared Steven J. Markot, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of Maidenform, Inc, who being by me duly sworn did depose and say that he is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he acknowledged said instrument to be the free act and deed of said corporation.



Notary Public **SHARON FALKOWITZ**  
NOTARY PUBLIC OF NEW JERSEY  
My Commission Expires 12/31/2003  
ID NO. 2155102

**SCHEDULE I**  
to  
**TRADEMARK SECURITY AGREEMENT**  
**TRADEMARK REGISTRATIONS**

Mark, U.S. Reg. No., Date:           see attached

TRADEMARK APPLICATIONS:   see attached

**TRADEMARK LICENSES WITH RESPECT TO U.S. TRADEMARKS**

**Name of Agreement, Parties, Date of Agreement**

- (a)   License Agreement dated March 15, 1999 between Wiesner Products, Inc., as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with the manufacture and sale of ladies slippers and slipper sox.
  
- (b)   License Agreement dated February 16, 1999, as amended and supplemented, between Wundies Enterprises, Inc., as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with the manufacture and sale of underwear, sleepwear and bras for girls.
  
- (c)   License Agreement dated December 23, 1999 between Lady Ester Lingerie Corporation, as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with girls slips.

Schedule A

TRADEMARKS



# Maidenform, Inc.

Country	Matter No.	Mark	App. No.	Reg. No.	Reg. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TR-81/00989	AFTER 10	122010	740948	11/20/02	25			Foundation garments for teen-age and pre-teenage girls.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	6/14/61	11/20/62							
United States	FZL&Z, P.C.	ALL THE TIME	75/714609	2336014	3/28/10	25			Brasiers and other foundation garments.	Registered	
		Maidenform, Inc.	5/27/99	3/28/00	3/28/05						
United States	TA-81/03017	ARABESQUE	345495	1228569	2/22/03	25			Foundation garments and undergarments for women.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	1/13/82	2/22/83							
United States	TR-88/02351	ARLETTE	291558	854695	8/13/08	25			Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	2/21/68	8/13/68							
United States	TT-92/03129	B-COMFORTABLE	517691	1354360	8/13/05	25			Women's undergarments namely, brasiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	1/14/85	8/13/85							
United States	TT-92/03129	BACK UP	54283	1063374	4/12/07	25			Women's bras and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	6/5/75	4/12/77							
United States	FZL&Z, P.C.	BARE DEVIL	192303	784480	2/22/05	25			Foundation garments.	Registered	
		Maidenform, Inc.	4/29/64	2/22/65							
United States	FZL&Z, P.C.	BARRELY ME	344508	899726	9/29/10	25			Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/25/69	9/29/70							

Country	Mark	App. No.	Reg. No.	Reg. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	BAROQUE	197036	787219	3/23/65	3/23/05	25		Foundation garments.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	7/25/64	3/23/65							
United States	BAUBLES	136666	743041	1/1/63	1/1/03	25		Foundation garments.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	1/26/62	1/1/63							
United States	BE BRIEF	469963	1342803	6/18/85	6/18/05	25		Women's panties, girdles, corsets, lingerie, lightweight briefs and panty girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZLAZ, P.C.	Maidenform, Inc.	3/12/84	6/18/85							
United States	BE SLIM	71760	1050123	10/12/76	10/12/06	25		Women's bras and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZLAZ, P.C.	Maidenform, Inc.	12/15/75	10/12/76							
United States	BEGUILEMENT	291947	854698	8/13/68	8/13/08	25		Foundation garments.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	2/27/68	8/13/68							
United States	BIT OF BRIGTHNESS	2150	995640	10/14/04	10/14/04	25		Foundation garments and lingerie.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	9/27/73	10/15/74							
United States	BIT OF COLOR	2151	995641	10/14/04	10/14/04	25		Foundation garments and lingerie.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	9/27/73	10/15/74							
United States	BODY HUGS	76066644				25		Braslets, panties and other foundation garments.	Application pending	
AARN-88/05684	Maidenform, Inc.	6/7/00								
FZLAZ, P.C.	Maidenform, Inc.									
United States	BODY TALK	377087	916765	7/20/01	7/20/01	25		Foundation garments and lingerie.	Registered	
FZLAZ, P.C.	Maidenform, Inc.	11/25/70	7/20/71							

Country	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes			
United States	BODY THING Maidenform, Inc.	377077 11/25/70	919017 8/24/71	8/23/01	25	Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	BODYMATES Maidenform, Inc.	408417 11/22/71	949861 1/2/73	1/2/03	25	Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	BRAVO Maidenform, Inc.	73/521157 2/7/85	1358147 9/3/85	9/3/05	25	Bra pads.	Registered	
United States	BRIEF ENCOUNTER Maidenform, Inc.	388632 4/8/71	924754 11/30/71	11/30/01	25	Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	BRIEFCLING Maidenform, Inc.	314299 12/12/68	873495 7/22/69	7/22/09	25	Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	BRIEFCLING Maidenform, Inc.	235840 1/5/66	819563 11/29/66	11/29/06	25	Foundation garments.	Registered	
United States	CHANSOINETTE Maidenform, Inc.	71/385324 11/14/36	344845 4/6/37	4/6/07	25	Brasieres, bandeaux, corsets, complete, panties, panty-girdles, girdles, and garter belts.	Registered	
United States	CHANTILLY Maidenform, Inc.	334574 8/21/81	1313862 1/22/85	1/22/05	25	Foundation garments, brasieres, lingerie, sleepwear, loungewear and panties for women.	Registered	
FZLA&Z, P.C.	CLEARLY ME Maidenform, Inc.	377075 11/25/70	917279 7/27/71	7/27/01	25	Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.								

Country	Mark	App. No.	Reg. No.	Ren. Date	Use Date	HTI Classes	Local Classes	Goods/Services	Status	Comments
United States	COLOR ME PRETTY Maidenform, Inc.	404822 10/12/71	946831 11/7/72	11/7/02		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.										
United States	COMFORT WIRE Maidenform, Inc.	320110 2/26/69	877465 9/23/69	9/23/09		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.										
United States	CONCERTINA Maidenform, Inc.	123334 7/3/61	733831 7/3/62	7/3/02		25		Foundation garments.	Registered	
FZL&Z, P.C.										
United States	CONFECTION Maidenform, Inc.	72273557 6/12/67	838885 11/14/67	11/14/07		25		Foundation garments and lingerie.	Registered	
United States	COTTON UP Maidenform, Inc.	467034 8/30/73	995348 10/8/74	10/7/04		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.										
United States	COUNTER-PART Maidenform, Inc.	72240931 3/14/66	826929 4/4/67	4/4/07		25		Foundation garments.	Registered	
United States	COUNTERPOINT Maidenform, Inc.	522112 5/8/47	437024 3/2/68	3/2/08		25		Brasieres.	Registered	
FZL&Z, P.C.										
United States	CUSTOMIZE IT Maidenform, Inc.	75715729 5/27/99	2379153 8/22/00	8/22/10	8/22/05	25		Brasieres, panties and other foundation garments.	Registered	
United States	DAY DREAMS Maidenform, Inc.	72098661 6/8/60	717213 6/20/61	6/20/01		25		Foundation garments, namely brasieres.	Registered	

Country	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
United States	DEC-LA-TAY Stylized Maidenform, Inc.	339403 6/30/33	307816 11/7/33	11/7/03	25	Brasiers.	Registered	
FZL&Z, P.C.								
United States	DEFINITION Maidenform, Inc.	291946 2/27/68	854697 8/13/68	8/13/08	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DELLECTABLES Maidenform, Inc.	270030 4/26/67	836341 10/3/67	10/3/07	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.								
United States	DELICACY Maidenform, Inc.	285498 11/24/67	848720 5/7/68	5/7/08	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.								
United States	DIALOGUE Maidenform, Inc.	172924 7/12/63	766435 3/10/64	3/10/04	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DIAMOND TOUCH Maidenform, Inc.	230270 10/15/65	816653 10/11/66	10/11/06	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DO IT IN STYLE Maidenform, Inc.	371776 6/28/82	1244621 7/5/83	7/5/03	25	Foundation garments, brasieres, lingerie, sleepwear, loungewear and panties.	Registered	
FZL&Z, P.C.								
United States	DREAM Maidenform, Inc.	187257 9/28/78	1129002 1/8/80	1/7/10	25	Foundation garments, brasieres, lingerie, panties and swimwear.	Registered	
FZL&Z, P.C.								
United States	DREAM BY MAIDENFORM Stylized Maidenform, Inc.	99068 6/15/60	714771 5/2/61	5/1/01	25	Foundation garments, namely brasieres.	Registered	
FZL&Z, P.C.								

Country	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date						
United States	DREAM FLOWERS	171897	767908	4/7/04		25		Foundation garments	Registered	
FZLAZ, P.C.	Maidenform, Inc.	6/25/63	4/7/64							
United States	DREAM-AIRE	128744	743826	1/15/03		25		Foundation garments	Registered	
FZLAZ, P.C.	Maidenform, Inc.	9/27/61	1/15/63							
United States	DREAMETTES	122009	734220	7/10/02		25		Foundation garments	Registered	
TR-81/00992	Maidenform, Inc.	6/14/61	7/10/62							
FZLAZ, P.C.										
United States	DREAMFORM	72090309	1062316	3/29/07		25		Bra, girdles and items of lingerie	Registered	
	Maidenform, Inc.	6/14/76	3/29/77							
United States	DREAMLINER	123335	739405	10/16/02		25		Foundation garments	Registered	
TR-81/00994	Maidenform, Inc.	7/3/61	10/16/62							
FZLAZ, P.C.										
United States	DREAMTIME	169952	769991	5/19/04		25		Foundation garments	Registered	
	Maidenform, Inc.	5/29/63	5/19/64							
FZLAZ, P.C.										
United States	DREAMWEAR	334175	887553	3/10/10		25		Foundation garments, lingerie, sleepwear and loungewear	Registered	
	Maidenform, Inc.	8/1/69	3/10/70							
FZLAZ, P.C.										
United States	EASY TOUCH	228054	811754	7/26/06		25		Foundation garments	Registered	
	Maidenform, Inc.	9/17/65	7/26/66							
FZLAZ, P.C.										
United States	EMPHASIS	85357	700601	7/4/10		25		Foundation garments, namely bras/brasieres	Registered	
TR-79/00748	Maidenform, Inc.	11/16/59	7/5/60							
FZLAZ, P.C.										

Country	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Goods/Services	Status	Comments
United States	EXCLUSIVELY YOURS	724504	1513696	11/22/08	25	Briefs and bodybriefs.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	FASHION TIME	305614	867223	3/25/09	25	Foundation garments and lingerie.	Registered	
United States	FASHION TIME	367467	913882	6/8/01	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered	
United States	FIRST INVENTIONS	128065	737199	9/4/02	25	Foundation garments.	Registered	
United States	FLAUNT IT	76037828			25	Panties, brassieres and other foundation garments.	Application pending	
United States	FLEX-O-TONER	693304	1493266	6/21/08	25	Girdles.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
United States	FLEXAIRE	439035	387227	5/6/01	25	Girdles, corsets and brassieres, and combinations thereof, and bathing suits.	Registered	Assignment from Artistic Foundations, Inc. recorded 03/16/92.
United States	FLEXEES	75606118	2311583	1/25/10	25	Briefs, slips, bodybriefs, girdles, panties, brassieres and other foundation garments.	Registered	
United States	FLEXEES Stylized	547224	509087	4/26/09	25	Girdles, corsets and brassieres and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.

Country	Master No.	Mark	Owner	App. No.	Reg. No.	Reg. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	FLEXEES Stylized	Maidenform, Inc.	71/336488	305623	8/22/03			25		Girdles, corsets and brassieres and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				4/6/33	8/22/73								
United States	TR-81/00995	FLOWERETTE	Maidenform, Inc.	123551	733130	6/19/02			25		Foundation garments.	Registered	
FZL&Z, P.C.				7/7/61	6/19/62								
United States	TR-81/00996	FRAME-UP	Maidenform, Inc.	122011	729506	4/3/02			25		Foundation garments.	Registered	
FZL&Z, P.C.				6/14/61	4/4/62								
United States	TR-80/00664	FRAPPE	Maidenform, Inc.	112742	723645	11/6/01			25		Foundation garments, particularly girdles.	Registered	
FZL&Z, P.C.				1/30/61	11/7/61								
United States	FZL&Z, P.C.	FRENCH FANCY	Maidenform, Inc.	122866	1081155	1/2/08			25		Lingerie, bras, girdles and panties.	Registered	
FZL&Z, P.C.				4/15/77	1/3/78								
United States	TA-79/01818	GOOD FIGURING	Maidenform, Inc.	208499	1140872	10/27/10			25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				3/22/79	10/28/80								
United States	FZL&Z, P.C.	GOOD SENSE	Maidenform, Inc.	438225	968705	9/18/03			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/13/72	9/18/73								
United States	FZL&Z, P.C.	HALF WAY	Maidenform, Inc.	227426	814567	9/6/06			25		Foundation garments.	Registered	
FZL&Z, P.C.				9/8/65	9/6/66								
United States	FZL&Z, P.C.	HI-WIRE	Maidenform, Inc.	172925	774626	8/4/04			25		Foundation garments.	Registered	
FZL&Z, P.C.				7/12/63	8/4/64								



Country	Master No.	Mark	App. No.	Reg. No.	Reg. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	HIDDEN ADVANTAGE	73/734407	1610621	8/21/90	8/21/10	25		Brick.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/27/88	8/21/90							
United States	TA-92/03402	HIP SLIMMER	74/138835	1722059	10/6/02		25		Girdles.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	2/13/91	10/6/92							
United States	FZL&Z, P.C.	HOLD ME LIGHTLY	72/434732	968697	9/18/03		25		Foundation garments and lingerie.	Registered	
United States		Maidenform, Inc.	9/5/72	9/18/73							
United States		HYDRACURVES					25		Bra, panties and other foundation garments.	Instructed	
United States		Maidenform, Inc.	9/14/00								
United States	TT-92/03129	IM ON A DIET	34957	1024730	11/11/05		25		Bra and panties.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	10/18/74	11/11/75							
United States	TT-92/03129	INSTANT SLIMMER	74/046737	1665894	11/26/01		25		Bodybracers and briefs.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	4/6/90	11/26/91							
United States	TR-79/00429	KEEP ME IN STYLE	2148	994367	9/30/04		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/27/73	10/11/74							
United States	FZL&Z, P.C.	LACE CONFECTION	314295	873491	7/22/09		25		Foundation garments and lingerie.	Registered	
United States		Maidenform, Inc.	12/12/68	7/22/69							
United States	TT-92/03129	LACE L'IMAGE	724907	1515519	12/6/08		25		Bra, briefs, panties and body briefs.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	4/25/88	12/6/88							

Country	Mater. No.	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Use Date	Use Date	Local Classes	Local Classes	Goods/Services	Status	Comments
United States	LACERY	197145	787222	3/23/05	25			Foundation garments.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	7/6/64	3/23/65							
United States	LETTER PERFECT	387130	1258626	11/22/03	25			Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	9/20/82	11/22/83							
United States	LIASONS	371771	1244620	7/9/03	25			Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	6/28/82	7/5/83							
United States	LIQUIDCURVES	75/829052			25			Bras, panties and other foundation garments.	Application pending - suspended	
FZLA&Z, P.C.	Maidenform, Inc.	10/22/99								
United States	LITTLE DIFFERENCE	72/438219	974386	12/4/03	25			Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	10/13/72	12/4/73							
United States	LITTLE LUXURIES	122865	1081154	1/3/08	25			Lingerie, bras, girdles and panties.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	4/15/77	1/3/78							
United States	LITTLE NOTION	377085	918592	8/17/01	25			Foundation garments and lingerie.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	11/25/70	8/17/71							
United States	LUSTRE etc. & Heart Design	74/049232	1641352	4/16/01	25			Brassiers, bodyshirts and briefs.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
FZLA&Z, P.C.	Maidenform, Inc.	4/16/90	4/16/91							
United States	LUSTRE-WIRE	360208	902663	11/17/00	25			Foundation garments.	Registered	
FZLA&Z, P.C.	Maidenform, Inc.	5/19/70	11/17/70							

Country	Maker No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Ter Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	FZL&Z, P.C.	MAIDENFETTE	Maidenform, Inc.	272606	252399	2/4/09			25		Brasieres.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	104466	719353	7/30/01			25		Foundation garments, particularly brassieres, girdles, combination brassieres and girdles, pantie-girdles.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	9/14/60	8/1/61								
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	72/42826	971400	10/23/03			25		Foundation garments, garter belts, lingerie, sleepwear, loungewear, beachwear and swimwear.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	6/30/72	10/23/73								
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	599833	547558	9/4/01			25		Brasieres, bandeaux, corsets, corselettes, panties, pantie-girdles, girdles and garter belts.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	6/27/50	9/4/51								
United States	FZL&Z, P.C.	MAIDENFORM Stylized	Maidenform, Inc.	392532	927373	1/18/02			25		Foundation garments, garter belts, lingerie, beachwear, namely swimuits.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	Maidenform, Inc.	5/19/71	1/18/72								
United States	FZL&Z, P.C.	MASQUERADE	Maidenform, Inc.	677893	612652	9/20/05			25		Brasieres.	Registered	
United States	FZL&Z, P.C.	MEMORY STRETCH	Maidenform, Inc.	127/54	9/20/75								
United States	FZL&Z, P.C.	MEMORY ME	Maidenform, Inc.	26355	1035385	3/9/06			25		Girdles.	Registered	Assignment from True Form Foundation, Inc. recorded 03/16/92.
United States	FZL&Z, P.C.	MEMORY ME	Maidenform, Inc.	7/9/74	3/9/76								
United States	FZL&Z, P.C.	MEMORY ME	Maidenform, Inc.	344512	894220	7/7/10			25		Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
United States	FZL&Z, P.C.	MEMORY ME	Maidenform, Inc.	11/25/69	7/7/70								
United States	FZL&Z, P.C.	MINI-CLING	Maidenform, Inc.	314297	873493	7/21/09			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	MINI-CLING	Maidenform, Inc.	12/12/68	7/22/69								

Country	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	MIRI-WIRE Maidenform, Inc.	360205 5/19/70	902660 11/1/770	11/1/700		25		Foundation garments.	Registered	
FZLAZ, P.C.										
United States	MORE OR LESS Maidenform, Inc.	72430230 7/19/72	963689 7/10/73	7/10/03		25		Foundation garments.	Registered	
FZLAZ, P.C.										
United States	NEARLY YOU Maidenform, Inc.	344513 11/23/69	901842 11/3/70	11/3/00		25		Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
FZLAZ, P.C.										
United States	NICE 'N' SPICY Maidenform, Inc.	137572 2/3/78	1133209 5/5/81	5/4/01		25		Foundation garments, brasieres, lingerie, sleepwear, loungewear, pajamas, swimwear.	Registered	
FZLAZ, P.C.										
United States	NICE FEELING Maidenform, Inc.	438216 10/13/72	974040 11/27/73	11/27/03		25		Foundation garments and lingerie.	Registered	
FZLAZ, P.C.										
United States	NITE 'N' DAY Stylized & Design Maidenform, Inc.	528699 7/16/47	502626 10/5/48	10/5/08		25		Corsets, girdles and foundation garments.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
TT-92/02139										
FZLAZ, P.C.										
United States	NO-SHOW Maidenform, Inc.	360202 5/19/70	902657 11/1/770	11/1/710		25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZLAZ, P.C.										
United States	NO-SHOW NATURAL Maidenform, Inc.	72081296 3/24/76	1048581 9/21/76	9/21/06		25		Foundation garments and lingerie.	Registered	
FZLAZ, P.C.										
United States	ONCE OVER LIGHTLY Maidenform, Inc.	291951 2/27/68	854702 8/13/68	8/13/08		25		Foundation garments.	Registered	
TR-88/02354										
FZLAZ, P.C.										

Country	Master No.	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TR-80/00669	ONCE OVER Stylized Maldenform, Inc.	436132 9/19/40	384683 1/28/61	1/27/01	25		Foundation garments.	Registered	
FZL&Z, P.C.										
United States	TT-92/03129	PANIX Maldenform, Inc.	433948 9/13/40	384670 1/28/61	1/28/01	25		Foundation garments consisting of corsets, girdles, corsets and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.										
United States	PANTINO	Maldenform, Inc.	72060762 10/16/58	680841 6/23/59	6/23/09	25		Women's and missel' sportswear namely, slacks, shorts, skirts and blouses, commonly sold as coordinators.	Registered	
United States	PRE-LUBE	Maldenform, Inc.	71349784 4/10/34	316451 8/28/34	8/28/04	25		Brassiers, bandeaux, corsets, corsets, and girdles.	Registered	
United States	PRECIOUS LITTLE	Maldenform, Inc.	394280 1/9/71	926480 1/4/72	1/4/02	25		Foundation garments, garter belts, lingerie, and beachwear, namely swimsuits.	Registered	
United States	PRETTY FOXY	Maldenform, Inc.	233397 10/1/79	1181197 12/8/81	12/7/01	25		Foundation garments, brassiers, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.										
United States	PRETTY GIRL	Maldenform, Inc.	303582 7/23/68	864584 2/4/69	2/4/09	25		Women's and missel' girdles, panty girdles, lingerie and hosiery.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.										
United States	PRETTY GIRL Stylized	Maldenform, Inc.	71608441 1/3/51	551120 11/20/51	11/20/01	25		Girdles and panty girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.										
United States	PRETTY PRO	Maldenform, Inc.	221350 6/27/79	1149918 3/31/81	3/30/01	25		Foundation garments, brassiers, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.										

Country	Member No.	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
United States	TA-79/00947	PRETTY SHAPELY	221351	1149919	3/30/01	25	Foundation garments, brassiers, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	6/27/79	3/31/81					
United States		PRINTS CHARMING	306615	872632	7/8/09	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/5/68	7/8/69					
United States		PRIVATE AFFAIR	623727	572600	3/31/03	25	Brassiers.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	1/17/52	3/31/73					
United States		PRIZE POSSESSIONS	291554	854227	8/6/08	25	Foundation garments.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	2/21/68	8/6/68					
United States		RATED X	386792	924326	11/23/01	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	3/19/71	11/23/71					
United States		REAL THING	72438220	974640	12/11/03	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	10/13/72	12/11/73					
United States		RENDEZVOUS	74418356	1833907	5/3/04	25	Foundation garments.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	7/26/93	5/3/94					
United States		SARONG	686394	622358	2/28/06	25	Corsets and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	4/27/55	2/28/56					
United States		SARONG	148910	749821	5/21/03	25	Girdles and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	7/12/62	5/21/63					

Country	Mark	App. No.	Reg. No.	Reg. Date	Use Date	Int'l Classes	Goods/Services	Status	Comments
United States	SARONG Stylized	71/591608	533826	1/22/02		25	Corsets, girdles, and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	SATIN SEDUCTION	74/626907	1946806	1/29/06		25	Bras and panties.	Registered	
United States	SEA DREAM	267577	835526	9/19/07		25	Foundation garments and lingerie.	Registered	
United States	SECRET CENTER	453104	982013	4/8/04		25	Foundation garments and lingerie.	Registered	
United States	SECRET CIRCLE	52472	1038532	4/26/06		25	Brassiers, girdles, slips and panties.	Registered	
United States	SEEN-LESS	360206	902661	11/17/00		25	Foundation garments, lingerie, sleepwear and loungewear.	Registered	
United States	SELF-EXPRESSIONS	74/311299	1771562	5/18/03		25	Bras and panties.	Registered	
United States	SHAPE ME	403411	947309	11/14/02		25	Foundation garments and lingerie.	Registered	
United States	SHAPE ME PRETTY	2147	989353	7/29/04		25	Foundation garments and lingerie.	Registered	

Country	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Good/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes			
United States	SHAPÉ ME SWEETLY Maidenform, Inc.	2146 9/27/73	989352 7/30/74	7/29/04	25	Foundation garments and lingerie.	Registered	
United States	SHAPÉ-MATES Maidenform, Inc.	310967 10/31/68	870953 6/10/69	6/10/09	25	Foundation garments and lingerie.	Registered	
FZL&Z, P. C.	SHEER EASE Maidenform, Inc.	72230268 10/15/65	826916 4/4/67	4/4/07	25	Foundation garments.	Registered	
United States	SHEER MUSIC Maidenform, Inc.	223808 7/20/65	811734 7/20/65	7/26/06	25	Foundation garments.	Registered	
United States	SHEER-THING Maidenform, Inc.	377083 11/25/70	917283 7/27/71	7/27/01	25	Foundation garments and lingerie.	Registered	
United States	SHEERLING Maidenform, Inc.	377073 11/25/70	918108 8/10/71	8/10/01	25	Foundation garments and lingerie.	Registered	
United States	SHIMMER-SHEER Maidenform, Inc.	377070 11/25/70	917276 7/27/71	7/27/01	25	Foundation garments and lingerie.	Registered	
United States	SHIMMERLING Maidenform, Inc.	377076 11/25/70	917280 7/27/71	7/27/01	25	Foundation garments and lingerie.	Registered	
United States	SIMPLE SOLUTIONS Maidenform, Inc.	75/129271 7/2/96	2081350 7/22/97	7/22/07 7/22/03	25	Bra and panties.	Registered	



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Agent	Owner	Date	Reg. Date	Tax Date	Local Classes				
United States	TT-92/03129	SIMPLY BETTER Maidenform, Inc.	724542 4/25/88	1559070 10/3/89	10/3/09	25	Bras and briefs.	Registered	Assignment from True Form Foundations recorded 03/16/92.
United States	FZLAZ, P. C.	SKIN WEAR Maidenform, Inc.	377079 11/5/70	925156 12/7/71	12/7/01	25	Foundation garments and lingerie.	Registered	
United States		SKIN WEAR Maidenform, Inc.	72377079 11/25/70	925156 12/7/71	12/7/01	25	Foundation garments and lingerie.	Registered	
United States		SLIGHT ADVANTAGE Maidenform, Inc.	403410 9/23/71	947308 11/14/72	11/14/02	25	Foundation garments and lingerie.	Registered	
United States		SMALL TALK Maidenform, Inc.	438217 10/13/72	975057 12/18/73	12/18/03	25	Foundation garments and lingerie.	Registered	
United States		SMOOTH OPERATOR Maidenform, Inc.	377067 11/25/70	918588 8/17/71	8/17/01	25	Foundation garments and lingerie.	Registered	
United States		SMOOTH SENSATIONS Maidenform, Inc.	757348632 8/28/97	2245111 5/11/99	5/11/09 5/11/05	25	Undergarments and foundations.	Registered	
United States		SOFTALLURE Maidenform, Inc.	371818 6/28/82	1245424 7/12/83	7/12/03	25	Foundation garments, brassiers, lingerie, sleepwear, loungewear and panties.	Registered	
United States		SOMETHING SHAPELY Maidenform, Inc.	126732 5/16/77	1081860 1/10/78	1/10/08	25	Lingerie, bras, girdles and panties.	Registered	

Country	Maker No.	Mark	App. No.	Reg. No.	Use Date	Int Classes	Goods/Services	Status	Comments
United States	TA-91/08567	SOMETHING SPECIAL Maidenform, Inc.	74/156695 4/12/91	1720387 9/29/92	9/29/02	25	Women's foundation garments and intimate apparel, namely, brassiers, panties and girdles.	Registered	
United States	FZLAZ, P.C.	SPLITS Stylized Maidenform, Inc.	71/465102 11/18/43	406780 4/25/44	4/25/04	25	Women's petticoats, panties, and combination petticoats and panties.	Registered	
United States		STRETCH-CONFECTION Maidenform, Inc.	314298 12/12/68	873494 7/22/69	7/22/09	25	Foundation garments and lingerie.	Registered	
United States	TR-81/00998	STYLEMASTER Maidenform, Inc.	12/27/61	742026 12/11/62	12/11/02	25	Ladies' pants for outer wear.	Registered	
United States	FZLAZ, P.C.	SUBTRACT Maidenform, Inc.	8119 12/5/73	992896 9/10/74	9/14/04	25	Ladies' panties and panty hose.	Registered	Assignment from True Form Founda... recorded 03/16/92.
United States	TT-92/03129	SUBTRACT Maidenform, Inc.	78315 7/23/59	696818 4/26/60	4/26/10	25	Girdles.	Registered	Assignment from True Form Founda... recorded 03/16/92.
United States	FZLAZ, P.C.	SUBTRACT ELITE Maidenform, Inc.	561025 9/30/85	1392474 5/6/86	5/6/06	25	Girdles.	Registered	Assignment from True Form Founda... recorded 03/16/92.
United States	FZLAZ, P.C.	SWEET DREAMS Maidenform, Inc.	150574 8/6/62	751338 6/18/63	6/18/03	25	Nightgowns, peignoirs, sleep caps and sleep panties, and foundation garments.	Registered	
United States		SWEET MISS Maidenform, Inc.	367470 8/7/70	913883 6/8/71	8/6/01	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes				
United States	SWEEP MS.	2149	995639	10/14/04	25	Foundation garments, lingerie and beachwear, namely swimwear.	Registered		
TR-79/00430	Maidenform, Inc.	9/27/73	10/15/74						
FZLAZ, P.C.									
United States	SWEEP NOTHINGS	169954	765976	3/3/04	25	Foundation garments.	Registered		
	Maidenform, Inc.	5/29/63	3/3/64						
FZLAZ, P.C.									
United States	SWEEP SECRET	345550	898362	9/8/10	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered		
	Maidenform, Inc.	12/8/69	9/8/70						
FZLAZ, P.C.									
United States	SWEEP SOMETHINGS	117805	1077962	11/22/07	25	Foundation garments, brassieres, lingerie, sleepwear and loungewear.	Registered		
	Maidenform, Inc.	3/3/77	11/22/77						
FZLAZ, P.C.									
United States	SWEET TALK	94007	740668	11/13/02	25	Foundation garments, namely brassieres.	Registered		
	Maidenform, Inc.	3/30/60	11/13/62						
TR-81/01000									
FZLAZ, P.C.									
United States	SWEET THING	72235842	828608	5/9/07	25	Foundation garments.	Registered		
	Maidenform, Inc.	1/5/66	5/9/67						
United States	TAKE THE PLUNGE	72438952	974042	11/27/03	25	Foundation garments and lingerie.	Registered		
	Maidenform, Inc.	10/20/72	11/27/73						
United States	TENDER LACE	404824	947636	11/21/02	25	Foundation garments and lingerie.	Registered		
	Maidenform, Inc.	10/12/71	11/21/72						
FZLAZ, P.C.									
United States	THE BRA FOR DIETERS	724532	1515520	12/6/08	25	Bras.	Registered	Assignment from True Form Foundation, recorded 03/16/92.	
	Maidenform, Inc.	4/25/88	12/6/88						
TT-92/03129									
FZLAZ, P.C.									

Country	Agent	Mark	Owner	App. No.	Reg. No.	Reg. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TR-88/02413	THE COTTON CONTINENTALS	Maidenform, Inc.	345218	1224348	1/1/82	1/18/83	25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties all made in part or wholly from cotton.	Registered	
United States	FZL&Z, P.C.	THE GLOW-TOGETHERS	Maidenform, Inc.	291949	834700	2/27/68	8/13/08	25		Foundation garments.	Registered	
United States	TR-88/04534	THE MAIDENFORM WOMAN, YOU NEVER KNOW WHERE SHE'LL TURN UP	Maidenform, Inc.	228225	1162031	8/20/79	7/20/01	25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
United States	TR-79/00986	THE SHAPE MAKER	Maidenform, Inc.	418774	1000124	8/20/79	12/23/04	25		Girdles.	Registered	
United States	TR-88/04535	THE TOTALLY TERBUJICS	Maidenform, Inc.	291672	854696	2/23/68	8/13/08	25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	TRUE FORM Stylized	Maidenform, Inc.	188871	186657	11/24/1923	7/22/04	25		Corsets and brassieres.	Registered	Assignment from True Form Founda recorded 03/16/92.
United States	TT-92/03129	UNDER RIGHT	Maidenform, Inc.	377086	917284	3/5/57	11/5/07	25		Brassieres.	Registered	
United States	FZL&Z, P.C.	UNDER-FLING	Maidenform, Inc.	112370	727771	7/27/01		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	UNDER-SHEATH	Maidenform, Inc.	72240757	829138	3/11/66	5/23/07	25		Foundation garments.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	UNDER-WONDER Maidenform, Inc.	269029 4/13/67	877027 9/16/69	9/16/09		25		Party girdles.	Registered	Assignment from True Form Founda... recorded 03/16/92.
United States	FZL&Z, P.C.	UNDERCURRENT Maidenform, Inc.	301017 6/21/68	862030 12/17/68	12/17/08		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	UNDERLINE Maidenform, Inc.	697115 10/25/55	628766 6/12/56	6/12/06		25		Foundation garments, girdles and slips.	Registered	
United States	FZL&Z, P.C.	UNDERMOST Maidenform, Inc.	72212127 2/16/65	799139 11/23/65	11/23/05		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	UNDERSKINS Maidenform, Inc.	377080 11/25/70	918591 8/17/71	8/17/01		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	UNDERSTONE Maidenform, Inc.	72039149 10/18/57	665802 8/12/58	8/12/08		25		Brasiers.	Registered	
United States	TR-80/00672	WANTED Maidenform, Inc.	110451 12/19/60	718982 7/25/61	7/24/01		25		Foundation garments, particularly brasiers.	Registered	
United States	FZL&Z, P.C.	WHITE FLOWERS Maidenform, Inc.	29086 4/29/57	659393 3/11/78	3/11/08		25		Brasiers.	Registered	
United States	FZL&Z, P.C.	WISE GUISE Maidenform, Inc.	72250080 7/12/66	820814 12/20/66	12/20/06		25		Foundation garments.	Registered	

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United States	T.A.-79/01817	WISEQUYS Maidenform, Inc.	189306 10/16/78	1145820 1/13/81	1/12/01		25		Clothing, namely men's and boy's shirts.	Registered	
United States	FZL&Z, P.C.	WOMAN POWER Maidenform, Inc.	377069 11/25/70	917273 7/27/71	7/27/01		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	YOUNG PERFORMERS Maidenform, Inc.	603385 6/9/86	1424036 1/6/87	1/6/07		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States	FZL&Z, P.C.	YOUR BODY Maidenform, Inc.	377068 11/27/0	919016 8/24/71	8/24/01		25		Foundation garments.	Registered	